



PLANETWISE PRODUCTS ANNOUNCES NEW PRODUCT
FELINE FRESH™ - NATURAL PINE CAT LITTER

PINE BLUFF, AR --- PlanetWise Products announced today the debut of their newest, most innovative pet care product, Feline Fresh™ - A Natural Pine Cat litter!

The Company uses its revolutionary, formulated technology to bring complete odor control to the litter box with its super absorbent cat litter. This technology utilizes a natural by-product of the lumber industry, Southern Pine, and pelletizes the product for maximum performance. The pellets in Feline Fresh™ will absorb four times more moisture than traditional litters, delivering instant odor control to the litter box. Feline Fresh™ naturally inhibits bacteria growth and leaves the litter box with a clean, fresh scent. The premium pine pellets are compact, creating ease of use for both you and your cat. Feline Fresh™ is free of silica dust, non-tracking, 100% pure pine, non-toxic and completely safe for all pets and people, even if ingested.

Cindee Kohagen, Director of Sales and Marketing said, "We believe that we developed a superior product for cat litter use and are very excited with this new product launch. Our consumers are very knowledgeable and as discriminating cat owners, their demand for a premium product shows, as the litter category continues to grow. We are confident that our new product Feline Fresh™ will be well received throughout the market place and with their consumers."

There are three sizes of Feline Fresh™ in the line – 3 ½#, 7# and 20# bags. A 7-pound bag lasts one month for the average cat and the 20-pound bag is a great value to the household with multiple cats and larger litter pans. The 3 ½-pound bag will last two weeks in a small litter box and makes a great trial or travel size use. This size is perfect for litter introduction and turn over or a new kitten at home. Feline Fresh™ is much more economical, pound for pound, than traditional clay and clumping litters. Feline Fresh™ is also environmentally friendly, as it can be disposed of in the compost pile, used as mulch in the garden or simply flush the scoops away.

PlanetWise Products develops innovative and alternative products – *Caring for your Pet and Our Planet* for generations to come. Planetwise Products owns and operates the largest facility, in the southern US, designed to produce and package pelleted pine litter and bedding products. To learn more about the product or PlanetWise Products contact Cindee Kohagen at (800) 480-6631 or visit the Feline Fresh™ website at www.felinefresh.com.

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